

Attachment 4

Cambridge Recycling Participation Study "3-Month" Monitoring Results (Revised to Reflect "Dropped" Households)

Treatment Group	Contacted?	Result?	# HH	<u>Raw Participation Results</u>					<u>Participation Rates</u>		
				YES	Likely Maybes	Some Chance	Unlikely Maybes	NO	Definite	incl Likelies	incl* 28 Some
Control	N.A.	N.A.	129	10	2	20	42	66	7.8%	9.3%	17.1%
Mailing	Returns = No	N.A.	7	1	0	0	0	6	14.3%	14.3%	14.3%
	Assumed Yes	N.A.	111	9	6	11	27	82	8.1%	13.5%	18.0%
Phone	NO	N.A.	79	5	1	5	28	48	6.3%	7.6%	11.4%
	Yes	Committers	4	4	0	0	0	0	100.0%	100.0%	100.0%
		"Already Recycling"	21	7	0	2	4	9	33.3%	33.3%	38.1%
		Refused/No	27	3	0	2	5	17	11.1%	11.1%	14.8%
Door	NO	N.A.	37	3	6	3	8	22	8.1%	24.3%	27.0%
	Yes	Committers	30	8	4	4	0	14	26.7%	40.0%	46.7%
		"Already Recycling"	40	8	3	9	4	19	20.0%	27.5%	35.0%
		Refused/No	26	4	1	5	6	11	15.4%	19.2%	26.9%
TOTALS			511	62	23	61	124	294	12.1%	16.6%	22.1%

113

85

28

NOTES: (1) The revised total of 511 households in the study group included 30 unidentified recyclers during the "before" period (April 2002), or 5.9%.

* inclusion of 28 "some chance" HHs brings the total to the 113 households observed to be recycling.
In this example, they were allocated proportionately across subgroups